Our Vision

“To develop the leading Physical Medicine and Rehabilitation Hospital in the MENA Region adopting the highest patient care and recuperation standards”
The Jeddah Park Health Rehabilitation Hospital will aim to be in the forefront of Physical Medicine and Rehabilitation services both in KSA and the MENA region
Key Objectives

- Develop a world-class regional healthcare Physical Medicine and Rehabilitation Center providing advanced PM&R services focused on clinical care excellence in a safe patient centered environment.
- Upgrade the level of rehabilitation service offering in the entire region.
- Provide personalized medical care in a seven star facility.
- Provide high quality rehabilitation into PM&R services to both Private and Government hospitals, as well as to any other healthcare related centers.
- Collaborate with the Ministry of Health, the Insurance Companies and the Physician community in establishing awareness and advancing PM&R quality care.
- Achieve both domestic and international accreditation – CBAHI, CARF and JCI.
- Develop a “Smart Health Tower” powered by a single IT Platform with advanced technologies and services all centered around patient care, rehabilitation and wellbeing.
- Advance clinical research and further education in the field of PM&R.
Jeddah

The Pearl of the Red Sea

Official Name: Jeddah
Country: Saudi Arabia
Official Language: Arabic
Population: 5 million

Makkah: 58 km
Madinah: 380 km
Kaia: 12 km
Waterfront: 9 km
Kfgh: 6 km
Kamc: 19 km
Kaah: 13 km
Strategic Location
Jeddah Park is destined to revolutionize the local economic fabric through a nucleus of advanced services and products.
Jeddah Park is a unique urban lifestyle development that extends over 550,000 sqm of built area, virtually in the heart of the city of Jeddah, offering an oasis of lifestyle products and services for all ages.

Perhaps the largest mixed-use urban lifestyle development in KSA destined to put Jeddah on the map for both the diversity and quality of services.
Leading Integrated Park Development

- Hyatt Regency Business Hotel & Residences
- Largest Conference & Incentive Facilities in Jeddah
- Leading Health Recuperation Concept in the Country
- Advanced Recuperation Residences
- State-of-the Art Rehabilitation and Aquatic Facilities
- One of the largest Entertainment & Leisure Offerings in the Country
- Largest F&B Offering in Jeddah
- High Street Retail
- Retail Park
- Cultural and Environmental Works
- Galleries, Museum & Interactive Learning Experiences
- Ample Parking Facilities
Designed to assist rehabilitation patients to recover both physically and emotionally.
Jeddah Park Health (JPH)
Jeddah Park Health has established a collaboration with Johns Hopkins International through a long term Clinical Advisory engagement in developing the leading Physical Medicine and Rehabilitation Hospital in both the Kingdom of Saudi Arabia and MENA region.

The Collaboration calls for a general consultation from the Johns Hopkins International on the planning, development and launch of a stand-alone Physical Medicine and Rehabilitation (PM&R) focused facility. Furthermore, the executive team of the Johns Hopkins PM&R practice is actively involved with the JPH team in recruiting and training all key staff, developing the key centers of clinical excellence as well as providing ongoing clinical observation in terms of achieving both JCI, CBAHI and CARF accreditations.

Finally, Johns Hopkins PM&R senior physicians will be sitting on the Board of Directors of the JPH Hospital in order to ensure clinical excellence and continuity.
A state of the art Health Rehabilitation Hospital catering to the accommodation and health service recovery needs of post-operative, geriatric, heart, stroke and kinetic patients.

JPH Rehabilitation Hospital will extent to 20-floors above ground (GF + 19), with approximately 1,850 sqm of in each floor above the 4th floor.

Total anticipated in the range of 40,000 sqm including the extended basement connecting to ample underground parking and the rest of the Park as well as the outdoor built areas on the 4th floor.

Located at the most commercial corner of the site which is the most privileged, this state of the art Health complex will be unique to Jeddah and the entire country, as it is built to international modern standards with sustainable design aspects.
JPH Rehabilitation Hospital

JPH will house distinct Health Services Concepts under a single roof:

• Branded Recuperation Residences (Floors 9 – 19); total of 203 Residences (Rooms & Suites) in 11 Floors with 237 Beds; last two floors dedicated to large branded VIP suites – “Sky Suites”.
• Pediatric Rehab/Clinics (Floor 8)
• Outpatient Specialty Clinics (Floors 5, 6 & 7)
• Cardiac Rehab Center (Floor 5)
• State-of-the-Art Rehabilitation Center for men and women (Floors 2 & 3)
• State-of-the-Art Aqua Therapy Tent (Floor 4) – only one of its kind in-country

Comprehensive Supporting Facilities

• Fully fledged Imaging Diagnostic Center (Floor 1)
• Advanced Clinical Labs (Floor 8)
• Medical Services, Retail & Specialty Shops (Ground Floor)
• Central Facilities, Storage, Engineering & Sterilization (Basement)
The Key Centers of Excellence
Health Maintenance & Recovery

Center for Cardiac Health Maintenance & Recovery
Center for Neurological Health Maintenance & Recovery
Center for Orthopedics/Sports Maintenance & Recovery
Comprehensive Geriatrics Care Center
Comprehensive Diabetes/Obesity/Nutrition Center
Comprehensive Pediatrics Care Center
## JPH Operating Model

### Specialty Clinics
- Cardiology
- Internal Medicine
- Gerontology
- Neurology
- Orthopedics
- Physical Medicine & Rehab
- Pediatrics

### Centers of Excellence
- Center for Cardiac Health Maintenance & Recovery
- Center for Neurological Health Maintenance & Recovery
- Center for Orthopedics/Sports Maintenance & Recovery
- Comprehensive Geriatrics Care Center
- Comprehensive Diabetes/Obesity/Nutrition Center
- Comprehensive Pediatrics Care Center

### Advanced Imaging Services
- Comprehensive Rehabilitation Center
Selective Therapies/Specialties

- Treatment for Arthritis/Rheumatology
- Aquatic Therapy
- Sports Therapy & Recovery
- Physical Therapy Heat/Cold
- Electrotherapy/Ultrasound
- Therapeutic Massage treatment
- Ankle/foot Physio Therapies
- Hand Therapy
- Vocational Therapy
- Speech Therapy
- Cardiac Rehab Therapy
- Occupational Therapy
- Balancing Therapy
- Robotics Rehab Therapy (Neuro, Ortho, Dementia)
- Obesity & Diabetes Therapies
- Hydro Colon Cleansing Therapy
- Geriatric Group Therapies
### Eight Core Groups

1. **Orthopedic Rehabilitation**
   - Fractures
   - Foot & Ankle
   - Knee / Hip
   - Falls and Mobility
   - Hand Rehab Therapy

2. **Neurologic Rehabilitation**
   - Stroke
   - Nerve Injuries
   - Multiple Sclerosis
   - Parkinson’s / Dementia
   - Neurocognitive Disorders

3. Cardiac Rehabilitation
4. Medical Deconditioning
5. **Geriatric Rehabilitation**
   - Arthritis
   - Depression
   - Diabetes
   - Falls and Mobility
   - Heart Disease
   - High Blood Pressure
   - High Cholesterol
   - Incontinence
   - Memory Loss
   - Dementia

6. Pediatric Rehabilitation
7. Oncology Rehabilitation
8. **Diabetes/Nutrition & Detox Rehabilitation**
   - Podiatry Services
   - Shoulder / Elbow
   - Back Injuries
   - Spine
   - Trauma Recovery
   - Genetic Paraplegia
   - Peripheral Neuropathy / Myopathies
   - Arteriosclerosis
   - Spinal Muscular Diseases
   - Chronic Pain
   - Alzheimer’s
   - Stroke
   - Osteoporosis
   - Trauma Rehab
JPH Team of Experts

- Rehabilitation Physicians
- Physical Therapists
- Occupational Therapists
- Speech Language Pathologists
- Rehabilitation Psychologists
- Neuro Psychologists
- Rehabilitation Nurses
- Social Workers

* Additionally, we provide a variety of other specialists in outpatient clinics to support our rehabilitation team
# JPH Rehabilitation Core Groups & Specialty Programs

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*Pediatrics can have all types of sub-specialties and conditions
Outpatient Clinics

Main Clinics
- Cardiovascular Clinic
- Neuro Physiology Clinic
- Orthopedics & Sports Clinic
- Spine/PM&R Clinic
- Diabetes/Obesity/Nutrition Center
- Geriatrics Clinic
- Pediatrics Clinic
- GI Clinic

Other Clinics
- Counselling Center
- Pulmonary Center
- Eye Center
- ENT Center
- Dental Clinic

*Outpatient Clinics occupy Floors 5, 6 and 7

Advanced Services

- Leading Physical Rehabilitation Center (Men, Women & Pediatric)
- Advanced Diagnostic Imaging/GE Imaging Suite
- Nuclear Medicine/PET CT
- Advanced Clinical Labs
- Full Clinical Pharmacy
- Extensive Aquatic Therapy Facilities
- Outpatient Oncology Center - Phase II (Immunotherapy, Systemic Chemotherapy, Radiation Therapy)
JPH Digital Platform

- Smart Hospital Infrastructure
- Smart Communication Systems
- Advanced Building Automation Systems
- Advanced Fully Integrated Clinical Information Systems
- Command & Control Center
- Smart En-suite Technologies

“A fully integrated platform designed for interoperability, flexibility and advanced analytics capabilities in order to enhance clinical care excellence, and further research and education in the field of Physical Medicine and Rehabilitation”

Ali Toufic Saleh, Managing Director of Ascend Healthcare Solutions, KSA
• Gait Analysis Lab
• Robotic Systems Lab
• Ability Lab
• Knee/Ankle/Hand Therapy Suite
• Speech Pathology Lab
• Occupational Therapy Lab
• Immersion Lab
• Sensory Motor Lab
• Sports Medicine Lab
• State of the Art Gyms
• Anti-Gravity/Underwater Treadmills
• Rehab Pools with Adjustable Floors (Men & Women)
• 50 Therapy Treatment Spaces
• Fully Equipped Aquatic Therapy Center
JPH Major Rehabilitation Equipment & Labs
JPH Aqua Tent

A state-of-the-art Aqua Rehabilitation & Wellness facility, the first of its kind in KSA will work in full synergy with the outpatient rehab facilities of the JPH Tower and will serve both inpatient as well as outpatient guests. The Aqua tent will cater to all ages with no severe condition, and once screened from JPH Rehab staff that they are in good recuperation state in order to ensure safety standards for all.

The JPH Aqua Tent includes a state-of-the-art 25mx15m wellness pool with a power jet therapy offer, state of the art under water treadmills and other immersion equipment with separate Jacuzzi areas for hot treatment. Further, a series of wellbeing treatments will be offered including steam therapy, hydro therapy, cryo-therapy, ice therapy, oxygen therapy, colon therapy and others with fifth generation equipment always under the supervision of the JPH Rehabilitation staff.
Physical Medicine & Rehabilitation Services

**Health Treatments**
- Arthritis & Fibromyalgia
- Neurological & Neuromuscular
  - Orthopedic
  - Chronic Pain
  - Pediatric
  - Weight loss
- Sports Medicine

**Aquatic Therapies**
- Alzheimer’s, Parkinson’s & Multiple Sclerosis
- Traumatic brain & Spiral Cord injuries
  - Cerebral Palsy
  - Hip & Knee Rehab
  - Pediatric
  - Osteoarthritis
  - Reconstructive Surgery
  - Cryo Therapy
  - Colon Therapy

**Other Aquatic Treatments**
- Senior Community
- Pregnancy Pain Relief
- Watsu Pool Therapy
Special amenities to Private Patients will include:

- Highest quality recuperation and rehabilitation medical care
- Personalized leisure & recuperation activities focused on “active patients” and “recovery”
- Dedicated Nursing Aide during stay; daily visits to the Mall/Galleries/Shops (active observation/movement tracking)
- Special meals on request; individual dietary programs including personal chef and observation
- On Demand en-suite entertainment system
- Custom Smart en-suite technologies (climate control, lighting, smart bed, telepresence, real time vitals monitoring, real time physician communication etc.)
- Personalized Programs in Physical Rehabilitation, Geriatric Rehab, Detox Reconditioning, Aquatic Therapy, Diabetes/Obesity Treatment, Arthritis & Rheumatology Treatment and other
- Personalized Counselling Programs & Support for all ages
- Specialized gym in each resident floor
- High acuity floors equipped with kinetic support systems
- Immersion room with state-of-the-art equipment
JPH Smart Residences

SMART SYSTEM

Blinds

Humidity sensor

Door sensor

Air conditioner

Thermometer

Alarm siren

Smart light

Fire sensor
JPH Facilities
**SERAFI HOLDINGS**  Owner/Developer

Serafi Holdings represents the holding company of the Serafi Group of companies with over 60 years history in the Kingdom of Saudi Arabia. The Group is based today out of Jeddah, KSA with its origins dating back to Makkah where the founder of the Group Sheikh Saleh Serafi begun with one of the first trading and money exchange businesses in the Kingdom. Today, Serafi Group of Companies is active in the fields of Real Estate, Hospitality, Trading, Construction, Project Management, Banking and Healthcare. The Group has been involved in the design, planning, development and financing of significant mixed-use development projects including Malls, Hotels, Residential and Healthcare Projects.

**HOUSE OF INVESTMENT (HOI) LTD**  Project Development Manager/Strategy Advisor

A boutique investment company dealing with private equity, investment management and strategy consulting in the areas of Real Estate & Hospitality, Healthcare & Academia, Banking, Shipping and Energy. Key markets of investment interest include SE Europe, Russia, CIS, US and the MENA region. Represent a very selective client portfolio and provide tailor made investment solutions through a focused strategy advisory practice.

**JOHNS HOPKINS, BALTIMORE, USA**  Leading Healthcare Providers/Project Clinical Advisors

Johns Hopkins Medicine (JHIM), headquartered in Baltimore, Maryland, USA, is an $8 billion integrated global health enterprise and one of the leading academic health care systems in the United States. JHM unites physicians and scientists of the Johns Hopkins University School of Medicine with the organizations, health professionals and facilities of The Johns Hopkins Hospital and Health System. JHM’s vision, “Together, we will deliver the promise of medicine,” is supported by its mission to improve the health of the community and the world by setting the standard of excellence in medical education, research and clinical care. JHM extends health care into the community and globally through Johns Hopkins Home Care Group, Johns Hopkins Medicine International and Johns Hopkins HealthCare. The Johns Hopkins Hospital, opened in 1889, and has been consistently ranked among the best in the nation by U.S. News & World Report throughout the survey’s 30-year history.

**ABNIA CONSULTING ENGINEERS ABNIA, KSA**  Architects/Engineers & Project Managers

A diverse engineering, architecture and project management company active in the MENA region headquartered in Jeddah, KSA. Abnia Consulting has been founded in 2008 by Mr. Anas Serafi and has grown today into a leading design and engineering firm in KSA with focus in Residential, Hospitality, Malls, Mixed-Use Developments, Healthcare and Academia.

**HKS**  Leading Healthcare Architects & Masterplanners

An interdisciplinary global design firm with offices in 23 countries and more than 80 years of experience. Voted as Top 2 design firm in the world, HKS focuses on designing smarter solutions and has now expanded their team beyond architects and interior designers to health planners, nurses, urban designers, anthropologists, graphic designers and more.

**ASCEND/GE**  Information Technology Partners

Ascend is member of the Al Fozan Group and specializes in the planning, delivery and support of Advanced Healthcare Solutions in the Kingdom of Saudi Arabia with focus on digital platforms. Ascend works hand-in-hand with GE with full access to local and global GE expertise in terms of technology and solutions with Ascend offering the flexibility and breadth to complement GE’s technology portfolio. Ascend has developed today into a leading healthcare technology player in Saudi Arabia serving all main health networks. GE Healthcare provides medical technologies, digital infrastructure, data analytics and decision support tools that help healthcare professionals diagnose, treat and monitor their patients. A global leader across their lines of business, GE Healthcare also provides services, accessories, consumables, education, training and consulting.
Jeddah Park Health
Rehabilitation Hospital
Key Consortium Partners
Non-Executive Board of Directors

Dr. Pablo Celnik - Member of the Board
Dr. Celnik is the Director of the Department of Physical Medicine and Rehabilitation at JHM and a Professor of PM&R, Neurology, and Neuroscience. He is a Lawrence Cardinal Shehan Professor, and the Co Director of Sheikh Khalifa Stroke Institute. Dr. Celnik has clinical expertise in neurologic rehabilitation and is the medical director of the outpatient neuro rehabilitation program, and director of the Human Brain Physiology and Stimulation Laboratory at JHM. He has received numerous prestigious awards including among others in 2010 the Presidential Early Career Award for Scientists and Engineers, the 2006 Dennis W. Jahnigen Career Scholars Award from the American Geriatric Society. He received his MD from the University of Buenos Aires School of Medicine followed by a fellowship in neurological rehabilitation at the University of Maryland and a research fellowship in the lab of Dr. Mark Hallett at the NINDS, NIH.

Dr. Laurent Moreau - Member of the Board
Dr. Moreau is the Managing Director for Global Services at Johns Hopkins International and the Managing Director for the Johns Hopkins Aramco Healthcare project. His functional areas of expertise include strategy, governance, new enterprise development, capability building and competitive assessment. Prior to joining JHMI, Dr. Moreau was the Medical Director of Groupama SA, a leading Europe based insurance company. He previously worked for more than 10 years as a business consultant in the European health care where he managed projects, and led strategy and management consulting missions. He developed and brought his expertise to numerous Healthcare related public and private sector clients, including government agencies, the European Commission as well as Hospitals and medical provider networks. He has assisted organizations in improving health care delivery and promoting best practices. Dr. Moreau holds a medical degree from Paris V University and an MBA from HEC Paris.

Anas bin Muhammad Saleh bin Hamza Serafi - Chairman of the Board
Mr. Serafi is the Chief Executive Officer of the Serafi Holding Company, and the founder and CEO of Abnia Consulting Engineers. The Serafi Group’s main activities are in Real Estate, Hospitality, Trading, Construction, Banking and Healthcare. He is recognized as a leading engineer and architect both in KSA and the MENA region, and has been instrumental in the design, planning and implementation of some of the leading projects in the country. He serves on the board of a number of major companies including Taiba Investments, Umm Al-Qura, Taiba Valley, as well as on the board of various city councils. He chairs a number of charitable organizations and is a key member of various University endowment boards. He holds a BSc in Architecture from the King Abdulaziz University, Jeddah and is a certified Engineer and Arbitrator in the Saudi Council of Engineers.

Pantelis Solomis - Member of the Board
Mr. Solomis is the Founder and Executive Chairman of House of Investment, an investment advisory firm based out of Nicosia, Cyprus dealing in the areas of private equity, alternative investments and mergers & acquisitions with primary focus in the fields of Real Estate and Hospitality, Healthcare, Banking and Energy. Mr. Solomis has been recently honored by Wealth & Finance International as “Finance CEO of the Year, Cyprus 2018”. He has been appointed as Special Envoy of the President of the Republic of Cyprus on the Kingdom of Saudi Arabia and GCC Affairs concerning investments in Energy, Tourism, Real Estate, Shipping and Infrastructure related projects. Mr. Solomis has a long record of accomplishment in Finance & Investments, Venture Capital and Management Consulting and has held numerous top executive positions in North America and Europe. Mr. Solomis holds the titles of MBA Finance and MSc Operations Research/Economic Systems of the California and Stanford Universities, and the title of BSc in Applied Mathematics and Statistics.
The Team

**Hani Ayyad - Chief Nursing & Quality Officer**
A seasoned healthcare professional with long clinical and operational experience as Chief Nursing/Operating/Clinical executive from small to large health academic tertiary institutions. Recognized for strong leadership abilities to motivate teams to achieve higher levels of excellence in Patient Care, Service Excellence, Quality/Safety through the application of evidence-based practices. Hani held a number of leadership roles as Chief Clinical Officer and Chief Nursing Officer in reputable healthcare organizations such as Vibra Specialty hospital in Michigan, Tenet Heath-Doctors Hospital of Manteca, Trinity Health, Oakwood Healthcare and Dr. Soliman Fakeeh Hospital in Jeddah, Saudi Arabia. He holds an MSc in Nursing/Leadership & Management, Walden University, MN and a BSc in Biological Sciences and Nursing from Wayne State University, Detroit, MI. Registered Nurse – Michigan, Oregon, California, and North Dakota BLS, ACLS.

**Ahmed Y. Barhameen, PT, MS, Ph.D - Director of Medical Rehabilitation Program**
Dr. Barhameen is currently the Director of the Medical Rehabilitation Program at JPH Rehabilitation Hospital in Jeddah. With more than 25 years of experience in Physical Therapy and Medical Rehabilitation, Dr. Barhameen has held top positions in both governmental and private sectors as a consultant clinician, visiting professor, senior clinical instructor, national strategic planner for rehabilitation services, administrator, and business owner of Elite Physical Therapy Centers. He has been nominated as the director of rehabilitation services in the cities of Makkah and Jeddah for more than a decade. He is recognized for his managerial skills, and passion to educate Physical therapists; has devoted significant time and energy in the training of senior physical therapists. He holds a Master’s degree in Long-Term-Care Facility Management from Old Dominion and a Ph.D. in Geriatrics Physical Therapy from Temple Universities, USA.

**Marwan Mokdad - Director of Integration & Transformation**
Marwan is currently the Director of Integration and Transformation for Jeddah Park Health. He has 25 years of experience in Human resources Management with regional and international companies in multicultural environments. Leads strategic and specialized HR functions in partnership with business leaders to implement the best fit of global practices to serve a diversified client group of business professionals. Mostly in rapid growth mode in the Middle East and Turkey region, he worked with General Electric, Zurich Insurance, Zain Telecom, IBM, Inaash Bank and Arabia Insurance, on major corporate strategic projects with focus on Business Transformation, Leadership Development, Manpower Planning, Organizational Structure, Talent Reviews, Sourcing, Reward Strategies and Retention Programs.

**Marios Roussos - Chief Information Officer**
Mr. Roussos is currently the CIO of Jeddah Park Health and the Program Manager for the construction and setup of the new specialty Rehabilitation Hospital including the overall design and implementation of the JPH digital platform and strategy. A highly dynamic and seasoned IT Executive with over 25 years of experience in delivering complex end-to-end enterprise solutions, on time and under budget. A proactive team leader with passion to provide innovative and highly effective top-level business solutions to ensure continuous improvement, outstanding performance and high productivity. Domains of special interest and expertise are: Healthcare, IoT, Automation, Implementing Efficiencies and Process Streamlining through Systems. He holds an MBA in Information and Computer Sciences, a Masters in Law (LLM), a BSc in Electrical and Computer Engineering and a BSc in Mathematics and Physics.
Our Story

A diverse Jeddah based Group of Companies with its humble origins dating back to the early 1930s when Sheikh Saleh Serafi has started out one of the first trading and money exchange businesses in the Kingdom. The Serafi family name became synonymous with the history and development of both Mekkah and Jeddah as the family has assumed leading role in large real estate and commercial developments as well as key cultural & art initiatives.

The Group has grown cautiously and with the greatest respect to the culture, arts and traditions of the Kingdom becoming today one of the leading family-run businesses in the country with a proven track record and positive attitude towards partnerships and joint ventures.

Today, Serafi Group of Companies is active in the fields of Real Estate, Hospitality, Trading, Construction, Project Management, Banking and Healthcare. The Group has been involved in the design, planning, development and financing of significant mixed-use development projects including Malls, Hotels, Residential and Healthcare Projects mainly in KSA. The Group has begun to diversify its investment portfolio internationally with the 3rd generation of Serafi on board at key posts.

Finally, the Serafi Group actively supports a number of charitable organizations and university endowments, and has been a pioneer in many initiatives to revive the old city of Jeddah, to promote and protect the Arabic Arts, Sciences and Culture.
Serafi Group Selective Portfolio

- JPH Madinah Hospital
- Jeddah Park
- Serafi Mega Mall
- Jeddah Crown Plaza
- Jeddah Grand Hyatt Hotel
- Jabal Omar Project
- Abnia Development
- Qibaa Al-Madinah Project
- Jabal Omar Project